

BCOM 3310.501 Business Communications Fall 2016 Syllabus & Schedule of Events

Instructor Information

Instructor: Kyle Steadham, SPHR, EdD
Office Location: JSOM 2.712
Office Hours at UTD: Wednesdays & Fridays, 6pm to 6:40pm by appointment only
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Class Schedule: Wednesdays, 7:00pm-9:45pm located in JSOM 2.102

Course Description

Communication is the root activity of business. Communication skills are rated as one of the most sought after qualities in today's job market. In nearly all aspects of professional life you will spend most of your day explaining, writing, directing, persuading, and listening to other people. Your ability to do so clearly and effectively will have a direct bearing on your success in the business world. This course is designed to give students a thorough introduction to business communication and its basic concepts and theories. It will also provide the student with ample opportunities to improve their writing skills. Students in this course will gain knowledge and skills that will assist them not only in their chosen career, but will be useful in their academic and social lives as well.

Resources Used in Class

Resource	Website	Title	Instructions to Access	Purpose of Tool
Online Textbook & Quizzes	http://www.aplia.com/	<i>Essentials of Business Communication</i> 10 th ed. by Guffey & Loewy (2016) The text is not available in the bookstore.	Connect to website at http://login.cengagebrain.com/course/DWQF-MDGD-K8C2 If you don't have an account, click the <i>Create an Account</i> button, and enter your course key when prompted DWQF-MDGD-K8C2 . Continue to follow the on-screen instructions.	Access your textbook and take required online quizzes.
Online UTD Course Platform	http://elearning.utdallas.edu	UTD elearning platform via Blackboard	Use your netID and password at http://elearning.utdallas.edu	Access your syllabus, schedule, assignment instructions, and submit some work this term.
Online UTD Library	http://www.utdallas.edu/library/	UTD Online Library	Click on <i>Find Articles and Databases</i> . Use your netID and password.	Access this site to secure peer-reviewed articles for some assignments.
Business Communication Professionals	http://jindal.utdallas.edu/student-resources/business-communication-center/ or http://www.utdallas.edu/studentsuccess/writing/index.html	UTD Business Communication Center in 1.213/1.218 or Writing Center	Make an online or in-person appointment to have your assignments reviewed in order to increase potential for points. You may choose from two alternatives: Business Communication Center or the Writing Center. Save written feedback from professionals.	Access this resource for coaching on writing skills.

Late Work

Deadlines in the professional world are a serious matter. Missed deadlines mean lost contracts, delayed product releases, skyrocketing expenses, and, in some cases, the loss, quite literally, of millions of dollars in revenue. Missed deadlines also compromise professional reputations and careers. Work that does not meet the assignment's constraints is unprofessional and creates administrative headaches. 'Technological problems' is not a valid excuse for late work, so plan accordingly. For these

reasons, late or incomplete work is not acceptable in this course except in the most extreme and unlikely of circumstances. In the rare event late work is accepted, late penalties may apply up to and including 10% deduction for each day late.

Overview of Course Assignments

Primary Assignment	700 Possible Points	Final Due Date	Consideration	Recommendation
Bad News Letter	100	9/28	This written exercise will be done two times. First, you produce a <i>draft</i> of the document and have it reviewed by one of your classmates. You will then revise your draft using the feedback your partner has provided you and submit it to the instructor for feedback during class.	You are strongly encouraged to use either the Business Communication Center or the Writing Center for feedback on your work prior to submitting it for a grade. Make an appointment, find resources for business writing, and learn how to use APA to cite materials for assignments.
15 min. Live Team PowerPoint Presentation by team	100	10/26		
And				
1-Page Executive Summary (by individual)				
Resume	100	11/9		
Collaborative Proposal (by team)	200	11/16	You are presenting your team's collaborative proposal. All team members must be present. You must bring 1 copy of the presentation to the instructor.	All students are required to attend class this day to maximize score potential.
10 Chapter Quizzes at aplia.com	200	Each Week by Wednesday at 5pm	Chapter quizzes must be completed by 5pm on the Wednesday after we work with the chapter in class. Extensions are not granted on chapter quizzes.	You have up to 3 attempts to complete each quiz. Your highest score is used. You may complete quizzes in advance but you cannot take them late.

Grading Scale

Letter	Scale	Points
A+	98-100	684-700
A	93-97	644-683
A-	90-92	620-643
B+	88-89	604-619
B	83-87	564-603
B-	80-82	540-563
C+	78-79	524-539

Letter	Scale	Points
C	73-77	484-523
C-	70-72	460-483
D+	68-69	444-459
D	63-67	404-443
D-	60-62	380-403
F	59 or <	379 or less

Grading Policy

You must submit all writing assignments in order to pass this course. All work should also demonstrate the same professional and ethical standards expected of you in the workplace, including proofreading and editing carefully all work you submit in this class. Professionalism also means that you use appropriate source citation wherever and whenever necessary so that you avoid violations of copyright – even if those violations are inadvertent.

Attendance

Attendance is strongly recommended for each class. On some scheduled class dates, your attendance will be recorded and incorporated into your final class grade.

Individual Extra Credit

Other than extra credit opportunities offered to the entire class, I am unable to curve individual items, nor do I offer “extra credit” work or “special consideration” to allow individual students a chance to increase scores. If a personal situation arises during the semester that may affect your classroom performance, please talk to me sooner rather than later. If you wait until the end of the semester, my ability to help you is extremely limited. I can work with you more easily if you speak to me when the situation arises.

Student Learning Objectives/Outcomes

BCOM3311 is the second writing-intensive course in the Communications component of the Core Curriculum. The course addresses the following Component Learning Objectives:

- Students will refine their multi-media career development and job preparedness by creating a position-specific resume.
- Students will refine their ability to construct effective intra-firm communication documents by writing an executive summary.
- Students will refine their ability to construct effective presentations for key external stakeholders by constructing a persuasive presentation.

Course Prerequisites, Co-requisites, and/or Other Restrictions

BCOM3311/AIM3311 requires students to have Junior standing, be admitted to the School of Management, and have credit for Rhetoric 1302 and BA 3351. As an upper-level class, students should have at least college-level writing skills and both written and oral proficiency in English.

Additional College Policies

Additional college policies may be found at <http://coursebook.utdallas.edu/syllabus-policies>

Collaborative Proposal Topic with an on Social and Environmental Sustainability

Your collaborative proposal topic will have an emphasis on social and environmental sustainability. Responsible business leaders of the 21st century will not only need to ensure the profitability of their company but will also need to be able to identify and manage the many ways in which their organization impacts its natural environment and social community. Leaders must also be able to communicate these commitments to the public in an effective and accurate way. In this class, you will complete a major writing project that will help you imagine the ways in which North Texas businesses can 'give back' to their community through a significant community action program. This project will not only help you improve your team work and communication skills, but will also bring you into a closer relation to your community and its needs.

Peer-Reviewed References

Some course assignments may require you to incorporate references from at least *peer-reviewed* (also known as *refereed* or *academic*) sources. You need to find and cite peer-reviewed, published, academic papers in the UTD library that deal with aspects of the assigned topic. It is important to use quality peer-reviewed references in your work if want maximize your score potential. They must be cited internally and in a references page in APA format. Contact the SOM Business Communication Center or a UTD librarian for guidance. *Peer-reviewed* generally does not include:

- Wikipedia, blogs, tweets, online dictionaries, social media references
- Anonymous authors or unavailable publication dates
- Product or service advertisements and corporate websites
- Material from websites found via regular Google.com unless it is from a federal or state government

Fall 2016 Schedule of Events*

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Week #	Wednesday	Class Agenda	What to Bring to Class	Items Due by 5pm on Wednesdays	Total Available Points by Week
1	Aug. 24	<ol style="list-style-type: none"> Provide instructor introduction & mission. Describe 3 A's for Success. Present the <i>Syllabus & Schedule of Events</i>. Form teams of 4 and stay located together. Complete <i>Picture Activity</i> <ul style="list-style-type: none"> Select 1 picture that best represents your competitive advantage/strength. Write it out and retain it for entire term. Within your team: <ul style="list-style-type: none"> Give full introduction of yourself; and describe strength and reason for picture. When each person is finished with introduction, hold group discussion: <ul style="list-style-type: none"> What did you learn about yourself? What did you learn about others? What patterns emerged? Lecture <i>The Results Pyramid</i>. Summarize purpose of the class by watching video. Meet within teams for remaining duration of class to <ul style="list-style-type: none"> Exchange contact information. Review <i>Proposal Topic Team Activity</i>. Begin to select team leader. 	<i>Syllabus & Schedule of Events</i>		0
2	Aug. 31	<ol style="list-style-type: none"> Review of prior week activities. Form any remaining teams. Create personal journal. On your strengths document write one successful interpersonal interaction from your strength this week. Complete <i>Coat of Arms Activity</i> (Strength, Career Goal, & Challenge Improvement) individually. Answer the following questions in team about the activity: <ul style="list-style-type: none"> Why is it important to write it, draw it, and share it? What are the similarities? How can you use this information for your team? How does this shield related to effective business communication? Debrief the purpose & function of the <i>Coat of Arms Activity</i>. Present <i>Guffey & Loewy Ch. 1 Communicating in the Digital Age</i> Report team leaders to instructor. 	<i>Coat of Arms Activity</i> from Blackboard.	1) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wednesday.	0
3	Sept. 7	<ol style="list-style-type: none"> Sign attendance sheet. Make sure all students are on the roster in teams. Identify team leader. Make sure teams are established in Blackboard. Discuss <i>Collaborative Proposal Team Assignment</i>. Discuss and assign <i>Proposal Topic Team Activity</i>. Discuss <i>Proposal Team Presentation Assignment</i>. Finish <i>Ch. 1 Workplace Humor</i>, if needed. Present <i>Guffey & Loewy Ch. 2 Planning Business Messages</i>. Present <i>Guffey & Loewy Ch. 3 Organizing & Drafting Business</i> 	<i>Effective Teambuilding Team Activity</i> and <i>Proposal Topic Team Activity</i> from Blackboard.	<ol style="list-style-type: none"> Complete Ch. 1 Quiz at www.aplia.com by 5pm Wednesday. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wednesday. 	20

		<p><i>Messages and Chapter 4 Revising Business Messages</i></p> <p>9. Conduct <i>Effective Teambuilding Team Activity</i> within teams (30 mins).</p>			
4	Sept 14	<p>1. Work on <i>Proposal Topic Team Activity</i> within teams.</p> <p>2. Assign Independent Reading of <i>Guffey & Loewy Ch. 5 Short Workplaces Messages & Digital Media</i> and <i>Ch. 6 Positive Messages</i></p> <p>3. Present <i>Guffey & Loewy Ch. 7 Bad News Messages</i>.</p> <p>4. Discuss and assign <i>Bad News Letter Assignment</i>.</p>	<p><i>Proposal Topic Team Activity</i> from Blackboard.</p>	<p>1) Complete Ch. 2 & 3 Quiz at www.aplia.com 5pm Wednesday.</p> <p>2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wednesday.</p> <p>3) Post results of <i>Effective Teambuilding Team Activity</i> to http://elearning.utdallas.edu 5pm Wednesday.</p>	40
5	Sept. 21 Ms. Mabel Garzon is substitute instructor	<p>1. Receive peer feedback on <i>Bad News Letter Assignment</i>.</p> <p>2. Continue work on <i>Proposal Topic Team Activity</i> within teams.</p> <p>3. Hold required team meetings.</p>	<p>Bring 2 Rough Drafts of <i>Bad News Letter Assignment</i> to Class</p>	<p>1) Complete Ch. 5, 6, 7 Quizzes at www.aplia.com 5pm Wednesday.</p> <p>2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wednesday.</p>	60
6	Sept. 28	<p>1. Assign <i>Mid-Course Feedback Team Activity</i>.</p> <p>2. Discuss <i>Team Presentation Assignment</i> again. Assign students to create PowerPoint presentation.</p> <p>3. Discuss BCOM Presentation Contest.</p> <p>4. Present <i>Guffey & Loewy Ch. 12 Business Presentations</i></p> <p>5. Hold required team meetings to discuss <i>Proposal Topic Team Activity</i>.</p>		<p>1) Bring Final Version of <i>Bad News Letter Assignment</i> to class for final evaluation.</p> <p>2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wednesday.</p> <p>3) Post the results of your <i>Proposal Topic Team Activity</i> to http://elearning.utdallas.edu by 5pm Wednesday.</p>	100
7	Oct. 5 Dr. Meer is Guest Speaker.	<p>1. Watch Dr. David Meer's "Effective Presentations" seminar and "Negotiating Compensation" presentation. Confirmed 8-8-16.</p> <p>2. Assign <i>Contest Winners Feedback Chart Team Activity</i> for students to watch and provide feedback on 2 winners from Spring 2015.</p> <p>3. Hold required team meetings to work on PowerPoint Presentations.</p> <p>4. Assign Independent Reading <i>Guffey & Loewy Ch. 10 Proposals & Formal Reports</i></p>	<p><i>Content Winners Feedback Chart Team Activity</i>.</p>	<p>1) Complete Ch. 12 Quiz at www.aplia.com by 5pm Wednesday.</p> <p>2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wednesday.</p> <p>3) Post <i>Mid-Course Team Feedback Activity</i> to http://elearning.utdallas.edu 5pm Wednesday.</p>	20
8	Oct. 12 Ms. Mabel Garzon is Substitute Instructor	<p>1. Receive Peer Feedback on <i>Team PowerPoint Presentation Assignment</i></p> <p>2. Hold required team meetings in class to practice team presentations in class.</p> <p>3. Assign <i>1-Page Executive Summary Assignment</i> based on <i>Proposal Topic Team Activity</i>.</p>	<p>Bring 2 Rough Drafts of PowerPoint Presentations to Class</p>	<p>1) Complete Ch. 10 Quiz at www.aplia.com by 5pm Wednesday.</p> <p>2) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wednesday.</p> <p>3) Post your team's completed <i>Content Winners Feedback Chart Team Activity</i> to http://elearning.utdallas.edu 5pm Wednesday.</p>	20 (Your mid-term grade will be posted as "MN" because we have not finished the bulk of work.)
9	Oct. 19	<p>1. Hold mandatory team meetings and practice presentations. Each team must practice once in front of guest facilitator for no longer than 10 mins.</p> <p>2. Receive Instructor Feedback on <i>Team PowerPoint Presentation Assignment</i></p> <p>3. Discuss and assign <i>Resume</i></p>	<p>Bring Rough Draft of PowerPoint Presentations to Class</p> <p>Mandatory Attendance</p>	<p>1) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wednesday.</p>	0

		<i>Assignment.</i>			
10	Oct. 26	1. Conduct all <i>Proposal Presentation Team Assignments</i> . Students in the audience may not use laptops. Limit is 10 minutes including Q&A. Teams will pair up and evaluate each other and are responsible for asking questions during Q&A. Presentations will be recorded.	Mandatory Attendance Instructor Must bring Video Recorder from BCC.	1) Submit <i>1-Page Executive Summary Assignment</i> based on <i>Proposal Topic Team Activity</i> . 2) Bring 7 copies of the <i>Team PowerPoint Presentation Assignment</i> per team. 3) Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wednesday.	100
Tues., Nov. 1 at 5pm- Deadline for Dr. K to upload section winning presentation to YouTube and mark BCOM spreadsheet. held in Davidson Auditorium.					
11	Nov. 2 Ms. Sherri Cook (CMC) is Guest Speaker.	1. Watch <i>Creating JCOM Compliant Resumes</i> by CMC's Sherri Cook at 922-883-6832. Pending 8-23 2. Present <i>Guffey & Loewy Ch. 13 Job Search & Resumes in the Digital Age</i> 3. Hold required team meetings in class with instructor: What's going well? What are challenges and solutions?	Mandatory Attendance	1. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu by 5pm Wednesday.	0
By Fri., Nov. 4 at 5pm- full-time BCOM instructors enter scores into rubric. By Sat., Nov. 5 at 10am Semi-Final Round winners will be announced. 6 teams who score highest, as identified by full-time BCOM faculty, on the combined rubrics will be identified and notified via email that they will be presenting at the Finals event, By Mon., Nov. 7 at 5pm- Semi-Final Round winners must submit PowerPoint to mcclain.watson@utdallas.edu by 5pm. On Tues., Nov. 8- 5:30: Doors Open - Students should arrive early to ensure they get a seat at Davidson Auditorium 6:00: Event Starts 7:45: Reception in Atrium 8:15: Top 3 teams Announced Presentations Rules for Finals <ul style="list-style-type: none"> Teams will have 15 minutes on stage, including Q&A. ONLY JUDGES will be allowed to ask questions. If a team wants to provide handouts to the judges, they must give hard copies to McClain no later than 5:50pm and he will give them out to the judges. Prizes: 1st place - \$500 for each team member, 2nd place - \$300 for each team member, 3rd place - \$200 for each team member 					
12	Nov. 9 Elizabeth Bruce (BCC) is Guest Speaker	1. Watch <i>How to Write Your Resume- BCC Basics</i> by BCC. Confirmed 8-23 2. Present <i>Guffey & Loewy Ch. 14 Interviewing and Following-Up</i> 3. Receive peer feedback on <i>Resume Assignment</i> . 4. Receive Peer Feedback on <i>Collaborative Proposal Team Assignment</i> 5. Hold mandatory team meetings.	Bring 2 Rough Drafts of <i>Collaborative Proposal Team Assignment</i> To Class Mandatory Attendance	1. Complete Ch. 13 Quiz at www.aplia.com by 5pm Wednesday. 2. Post Team Status Report of Collaborative Proposal to http://elearning.utdallas.edu 5pm Wednesday.	20
13	Nov. 16	1. Discuss and assign <i>Peer Evaluation Survey</i> . 2. Complete <i>Peer Evaluation Survey</i> in class.	Mandatory Attendance	1. Bring final version of <i>Resume Assignment</i> to class for final evaluation. 2. Bring Final Version of <i>Collaborative Proposal Team Assignment</i> to class for final evaluation. 3. <i>Assignment</i> 4. Complete Ch. 14 Quiz at www.aplia.com by 5pm	320

				5. Wednesday. Deadline to complete hardcopy <i>Peer Evaluation Survey</i> .	
N/A	Nov. 25 (No Class)	Thanksgiving Holiday	N/A	N/A	0
14	Nov. 30	1. Return graded <i>Collaborative Proposal Team Assignment</i> to students. 2. Conduct <i>Monkey Activity</i> . 3. Present awards. 4. Hold coaching and career counseling session.	Mandatory Attendance		0
*=These descriptions and timelines are subject to change at the discretion of the Professor.					Total Points = 700

Course Roster 8-22-16 Total=25

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